

#### ABSTRACT

A method for targeting products and services to consumers is disclosed. The method includes creating a universe of attributes to be exposed to a person, showing the attributes to the person, calculating the importance, weight or sensibility that each of the attributes has on the person for affecting future decisions in the market, and expressing the corresponding  
5 results of the calculation as weights. The method additionally includes creating databases including the attributes ordered by their weight and objective interest, and consulting the databases and selecting only products or services having those particular attributes to be shown in the future to that person.